

ORDER



KSNV

Orders	Order / Rev:	106858
	Alt Order #:	06854595
	Product Desc:	HORSFORD ADD
	Estimate:	1838
	Flight Dates:	09/21/12 - 09/24/12
	Original Date / Rev:	09/20/12 / 09/20/12
	Order Type:	GENERAL

Primary AE:
Sales Office:
Sales Region:

Amy McCreary
BLPHI
National

Agency	Name:	<u>GMMB, Inc./ Washington D.C.</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>Washington Harbor</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Horsford for Congress
	Demographic:	A35+
	Product Codes:	PLC02
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

BII Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	21	\$15,485.00	\$13,162.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	21	\$15,485.00	\$13,162.25	0.00
Total:	21	\$15,485.00	\$13,162.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Stock Share	Share	Total
KSNV	24%	\$15,485.00
Market	100%	\$64,520.83

Competitive Share

Common Stock Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$21,291.88
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$18,065.83
KTUD	1%	\$645.21
KVVU	12%	\$7,742.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,290.42

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/21/12	09/24/12	M-F 5-6a WakeUp w/WagM	5-6a		M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 1 \$325.00 0.00															
E 2	KSNV	09/21/12	09/24/12	M-F 6-7a WakeUp w/WagM	6-7a		M---F--	:30	1	\$650.00	1	0.00	NM	1	\$650.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 1 \$650.00 0.00															
E 3	KSNV	09/22/12	09/22/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Saturday Today															
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 -----S- 1 \$625.00 0.00															
E 4	KSNV	09/23/12	09/23/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Sunday Today															
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 -----S 1 \$625.00 0.00															
E 5	KSNV	09/21/12	09/24/12	M-F Today Show III 4th BM	10am-11am		M---F--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 2 \$325.00 0.00															
E 6	KSNV	09/21/12	09/24/12	Rachael Ray	CM	11am-12pm	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
Rachael Ray															
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 1 \$325.00 0.00															
E 7	KSNV	09/21/12	09/24/12	Noon News	CM	12-1230pm	M---F--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
Noon News															
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 1 \$425.00 0.00															
E 8	KSNV	09/21/12	09/24/12	The Agenda 1230pm	CM	1230-1p	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
The Agenda 1230pm															
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 1 \$325.00 0.00															
E 9	KSNV	09/21/12	09/24/12	The Doctors	CM	2pm-3pm	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
The Doctors															
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 1 \$325.00 0.00															
E 10	KSNV	09/21/12	09/24/12	Dr. Phil	CM	3-4p	M---F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
Dr Phil															
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/21/12 09/27/12 M---F-- 1 \$450.00 0.00															
E 11	KSNV	09/22/12	09/22/12	Weekend Jeopardy/Whe\$M	630-730pm		-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
WKND Jeop/Wheel															
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 -----S- 2 \$500.00 0.00															
E 12	KSNV	09/24/12	09/24/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Monday Prime 8-10pm															
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 M----- 1 \$4,000.00 0.00															
E 13	KSNV	09/22/12	09/22/12		CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00

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